Please do not allow cell phone use onboard. The noise level on planes is already high and it will only grow with cell phones. People usually speak louder than normal on cell phones and are very unaware of their surroundings. They don't pay attention to the people sitting next to them, or the flight attendants and they will not listen to any inflight announcements. Even with today's rules, there have been a number of times when I've asked someone to turn off their phone during takeoff and they always resent my request. The amount of air rage and anger has been increasing dramatically - cell phone use will only encourage this bad behavior.